

Logo Usage Guidelines

THE AMD LIVE!™ READY LOGO AND LOCKUP



AMD  LIVE!™
READY

AMD  LIVE!™ READY

The AMD LIVE!™ Ready Logo and Lockup

Usage Guidelines

THE AMD LIVE!™ READY LOGO AND LOCKUP

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The AMD LIVE!™ Ready Logo and Lockup

THE AMD LIVE!™ READY LOGO— USAGE GUIDELINES

The following information addresses the correct treatment of the AMD LIVE!™ Ready logo for use on products and in advertising, technical communications, marketing collateral, other printed materials, and Web or other visual materials.

General guidelines

The AMD LIVE!™ Ready logo may only be used in connection with the promotion of the AMD LIVE!™ Ready program and not for other uses. There is one grayscale version of the AMD LIVE!™ Ready logo.

The AMD LIVE!™ Ready logo consists of the "READY" modifier within a silver band, the AMD brandmark, and the AMD LIVE!™ logotype all positioned within a black and metallic enclosure. Do not modify or re-create the AMD LIVE!™ Ready logo under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

When possible, the following trademark attribution should be used when featuring the AMD LIVE!™ Ready logo:

AMD, the AMD Arrow logo, AMD LIVE! Ready, and combinations thereof are trademarks of Advanced Micro Devices, Inc.



AMD LIVE!™ Ready Logo



AMD LIVE!™ Ready Logo
over a color background

AMD LIVE!™ Ready Logo
over a color-neutral background



AMD LIVE!™ Ready Logo over color photography



AMD LIVE!™ Ready Logo over black-and-white photography



The AMD LIVE!™ Ready Logo and Lockup

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. #

Platform

Media (E = Electronic, P = Print)

File Format

44241-A_LIVEready_Logo_L_E_RGB.png

Size (L = Large, S = Small)

Color Mode (Gs = Grayscale, RGB = On screen)



Listed below are the available formats of the AMD LIVE!™ Ready logo.

44241-A_LIVEready_Logo_P_Gs.eps
 Grayscale version for any print application

44241-A_LIVEready_Logo_E_RGB.eps
 RGB version for online or multimedia use

44241-A_LIVEready_Logo_L_E_RGB.png
 Large version for use in presentations e.g. PowerPoint

44241-A_LIVEready_Logo_S_E_RGB.png
 Small version for use in presentations e.g. PowerPoint



The AMD LIVE!™ Ready Logo and Lockup

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

The AMD LIVE!™ Ready logo is most effective when surrounded by as much clear space as possible. Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, design features, symbols, company names, products, and/or services. A minimum area demonstrated in the diagram to the right must surround the label in all situations. The clear space area is equal to the width of the AMD Arrow logo.

Minimum size

For print applications, the minimum size requirement for the AMD LIVE!™ Ready logo is .75" (19.05 mm) in width.

For Web purposes, the minimum size requirement for the AMD LIVE!™ Ready logo is 70 pixels in width.

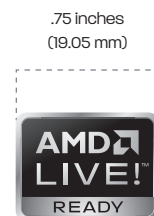
When to use the AMD LIVE!™ Ready lockup

For use in applications where there are challenges related to scale, format, media, or reproduction, an AMD LIVE!™ Ready lockup is available. General lockup usage guidelines are also included in this document.

Clear space requirement



Minimum size requirement



The AMD LIVE!™ Ready Logo and Lockup

COLOR REQUIREMENTS

The diagram to the right identifies the color of each element of the AMD LIVE!™ Ready logo. The color list below will assist in the correct reproduction of the AMD LIVE!™ Ready logo in the most commonly used media formats.

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

Black = C0 M0 Y0 K100 (0% tint on gradients)

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, Web graphics, etc.)

Black = R0 G0 B0 (0% tint on gradients)



The AMD LIVE!™ Ready Logo and Lockup

INCORRECT LOGO USAGE

The examples on the right illustrate common misuses of the AMD LIVE!™ Ready logo. Always use the authorized electronic artwork provided by Advanced Micro Devices, Inc.



DO NOT distort the AMD LIVE!™ Ready logo in any way



DO NOT create other versions of the AMD LIVE!™ Ready logo



DO NOT create spot-color versions of the AMD LIVE!™ Ready logo



DO NOT use just the AMD LIVE!™ Ready logotype



DO NOT alter the color of the AMD LIVE!™ Ready logo



DO NOT add elements to the AMD LIVE!™ Ready logo



DO NOT position AMD LIVE!™ Ready logo over a busy or inappropriate area of a photographic background



The AMD LIVE!™ Ready Logo and Lockup

THE AMD LIVE!™ READY LOCKUP— FOR UNIQUE APPLICATIONS

Whenever possible, the AMD LIVE!™ Ready logo should be used in all advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

In those unique instances when scale, format, media, or reproduction requirements preclude the use of the logo, the lockup may be used. This scalable system enables easy application to small form factors, environments with space limitations, and limited manufacturing techniques, such as screen printing, laser engraving, embossing, debossing, hot stamping, and embroidery.

For guidelines on using the AMD LIVE!™ Ready lockup on merchandise, contact your brand manager.

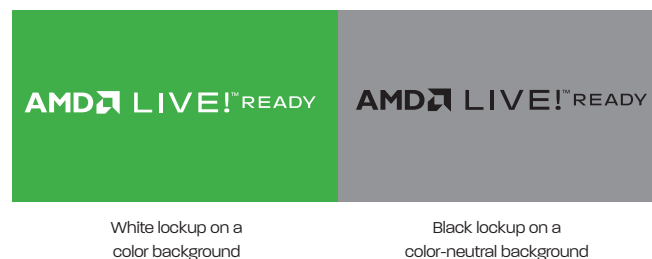
General Guidelines

The AMD LIVE!™ Ready lockup may only be used in connection with the promotion of the AMD LIVE!™ Ready program and not for other uses. There are two versions of the AMD LIVE!™ Ready lockup as shown on this page—black and white.

The AMD LIVE!™ Ready lockup consists of the "READY" modifier, the AMD brandmark and the AMD LIVE!™ logotype. Do not modify or re-create the AMD LIVE!™ Ready lockup under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

When possible, the following trademark attribution should be used when featuring the AMD LIVE!™ Ready lockup:

AMD, the AMD Arrow logo, AMD LIVE! Ready, and combinations thereof are trademarks of Advanced Micro Devices, Inc.



The AMD LIVE!™ Ready Logo and Lockup

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. # Platform

Size
(L = Large, S = Small)

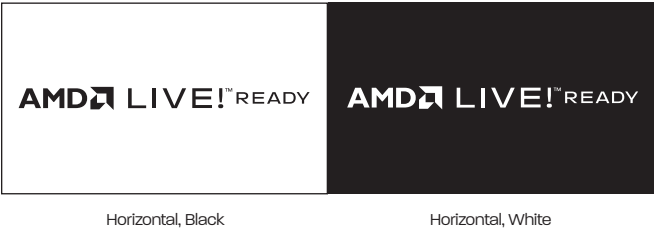
Media (E = Electronic, P = Print)

44242-A_LIVEready_Lckp_Hz_L_E_Bl.k.png

File Format

Alignment
(V = Vertical, H = Horizontal)

Color Mode
(Blk = Black, Gs = Grayscale, Wht = White, Sp = Spot)



Listed below are the available formats of the horizontal AMD LIVE!™ Ready lockup.

- 44242-A_LIVEready_Lckp_Hz_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing
- 44242-A_LIVEready_Lckp_Hz_P_Bl.k.eps

Black version for any print application
- 44242-A_LIVEready_Lckp_Hz_P_Wht.eps

White version for any print application
- 44242-A_LIVEready_Lckp_Hz_E_Bl.k.eps

Black version for online or multimedia use
- 44242-A_LIVEready_Lckp_Hz_E_Wht.eps

White version for online or multimedia use
- 44242-A_LIVEready_Lckp_Hz_L_E_Bl.k.png

Large Black version for use in presentations e.g. PowerPoint
- 44242-A_LIVEready_Lckp_Hz_L_E_Wht.png

Large White version for use in presentations e.g. PowerPoint
- 44242-A_LIVEready_Lckp_Hz_S_E_Bl.k.png

Large Black version for use in presentations e.g. PowerPoint
- 44242-A_LIVEready_Lckp_Hz_S_E_Wht.png

Large White version for use in presentations e.g. PowerPoint



The AMD LIVE!™ Ready Logo and Lockup

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. #

Platform

Size
(L = Large, S = Small)

Media (E = Electronic, P = Print)

File Format

44242-A_LIVEready_Lckp_St_L_E_Bl.k.png

Alignment
(V = Vertical, H = Horizontal)

Color Mode
(Blk = Black, Gs = Grayscale, Wht = White, Sp = Spot)



Listed below are the available formats of the stacked AMD LIVE!™ Ready lockup.

44242-A_LIVEready_Lckp_St_P_Sp.eps
Spot-color version for specialized printing, e.g. screen printing

44242-A_LIVEready_Lckp_St_P_Bl.k.eps
Black version for any print application

44242-A_LIVEready_Lckp_St_P_Wht.eps
White version for any print application

44242-A_LIVEready_Lckp_St_E_Bl.k.eps
Black version for online or multimedia use

44242-A_LIVEready_Lckp_St_E_Wht.eps
White version for online or multimedia use

44242-A_LIVEready_Lckp_St_L_E_Bl.k.png
Large Black version for use in presentations e.g. PowerPoint

44242-A_LIVEready_Lckp_St_L_E_Wht.png
Large White version for use in presentations e.g. PowerPoint

44242-A_LIVEready_Lckp_St_S_E_Bl.k.png
Large Black version for use in presentations e.g. PowerPoint

44242-A_LIVEready_Lckp_St_S_E_Wht.png
Large White version for use in presentations e.g. PowerPoint



The AMD LIVE!™ Ready Logo and Lockup

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

The AMD LIVE!™ Ready lockup is most effective when surrounded by as much clear space as possible. Clear space is defined as an area that is completely free of other objects or elements, including but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, design features, symbols, company names, products, and/or services. A minimum area demonstrated in the diagram to the right must surround the label in all situations. The clear space area is equal to the width of the AMD Arrow logo.

Minimum size

For print applications, the minimum size requirement for the horizontal AMD LIVE!™ Ready lockup is .125" (3.175 mm) tall.

For Web purposes, the minimum size requirement for the horizontal AMD LIVE!™ Ready lockup is 70 pixels in width.

For print applications, the minimum size requirement for the stacked AMD LIVE!™ Ready lockup is .225" (5.715 mm) tall.

For Web purposes, the minimum size requirement for the stacked AMD LIVE!™ Ready lockup is 70 pixels in width.

Clear space requirement



Minimum size requirement



The AMD LIVE!™ Ready Logo and Lockup

COLOR REQUIREMENTS

The diagram to the right identifies the color of each element of the AMD LIVE!™ Ready lockup. The color list below will assist in the correct reproduction of the AMD LIVE!™ Ready lockup in the most commonly used media formats.

Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

Black = PANTONE Black C

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

Black = C0 M0 Y0 K100

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, Web graphics, etc.)

Black = R0 G0 B0

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



The AMD LIVE!™ Ready Logo and Lockup

INCORRECT LOCKUP USAGE

The examples on the right illustrate common misuses of the AMD LIVE!™ Ready lockup. Always use the authorized electronic artwork provided by Advanced Micro Devices, Inc.



DO NOT distort the AMD LIVE!™ Ready lockup in any way



DO NOT change the alignment of the AMD LIVE!™ Ready lockup



DO NOT create spot-color versions of the AMD LIVE!™ Ready lockup



DO NOT create borders around the AMD LIVE!™ Ready lockup



DO NOT alter the color of the AMD LIVE!™ Ready lockup



DO NOT add elements to the AMD LIVE!™ Ready lockup



DO NOT place the AMD LIVE!™ Ready lockup on top of a photo

